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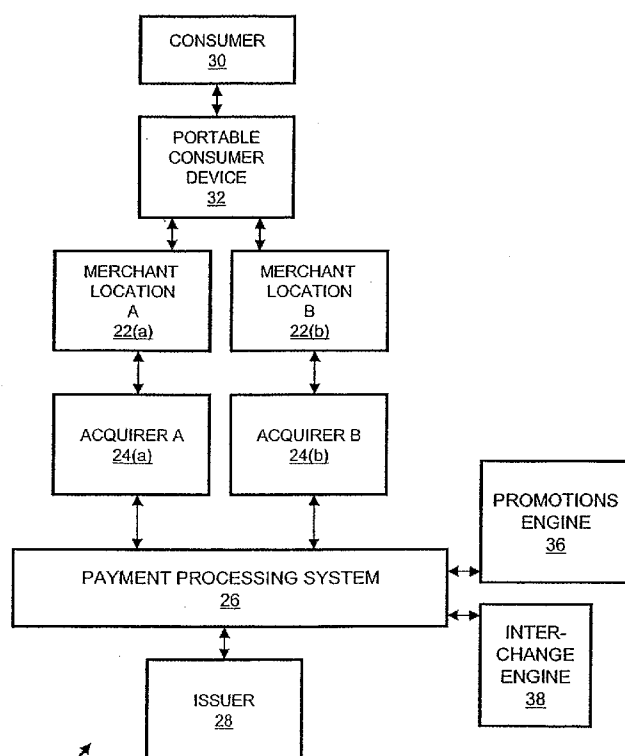
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(54) Title: METHOD AND SYSTEM FOR CONDUCTING PROMOTIONAL PROGRAMS



(57) Abstract: A method for using promotional programs and merchant values is disclosed. In one example, the method includes receiving an authorization request message including a merchant verification value through a payment processing network, where the authorization request message is associated with a purchase by a consumer. A merchant-specific promotional program is then determined using the merchant verification value, and the merchant specific promotional program is performed. For example, the promotional program can be a sweepstakes and the task may be determining of the consumer is an instant winner.

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